

Figure 1

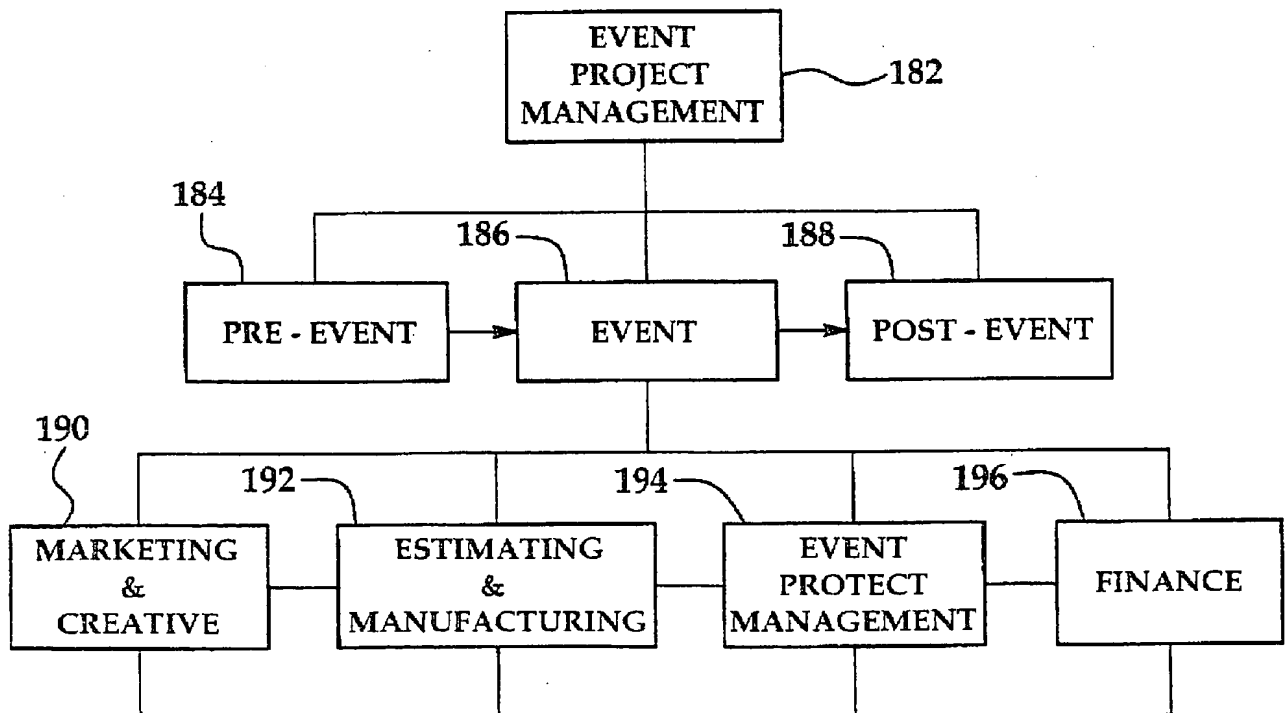


Figure 4

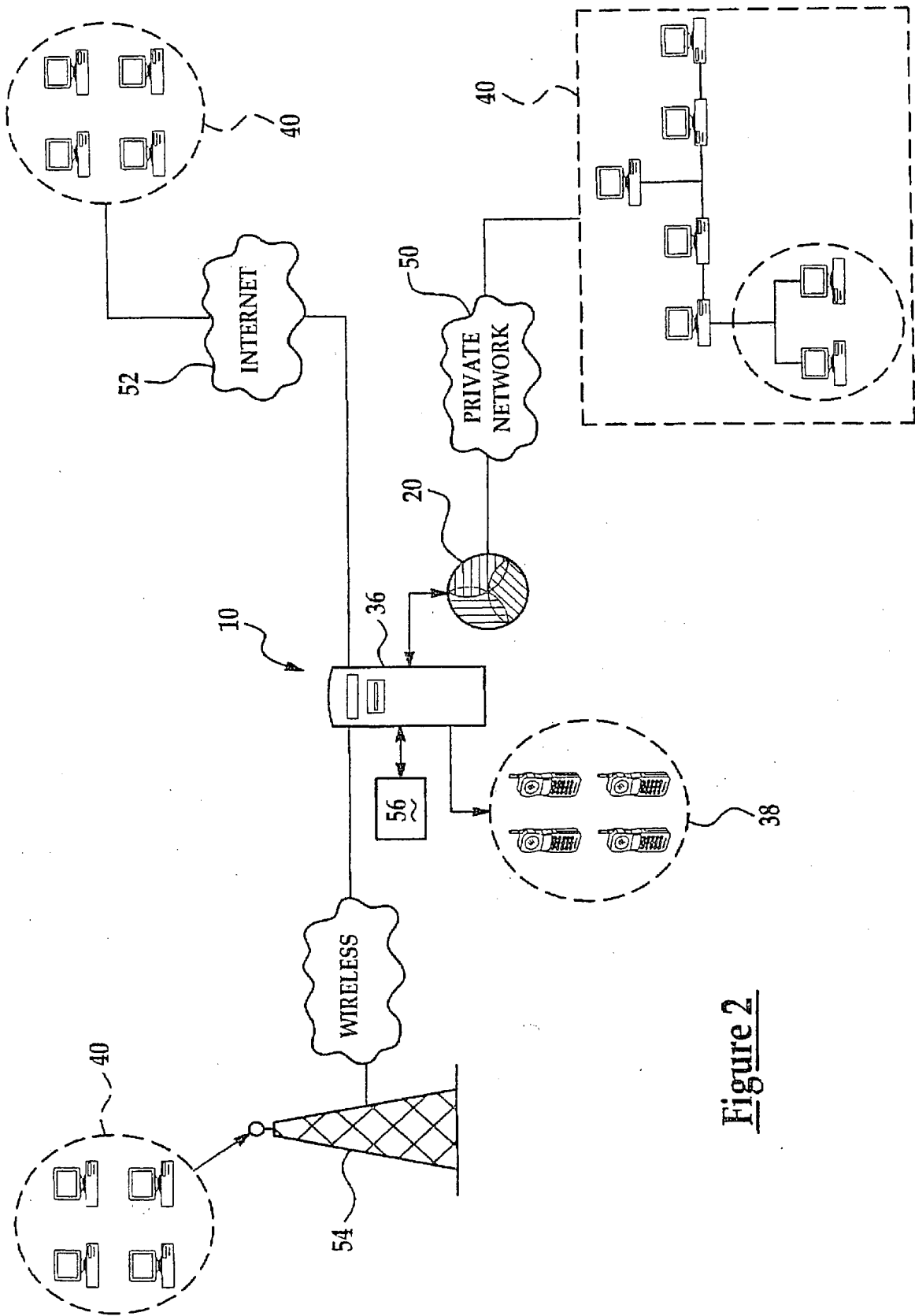
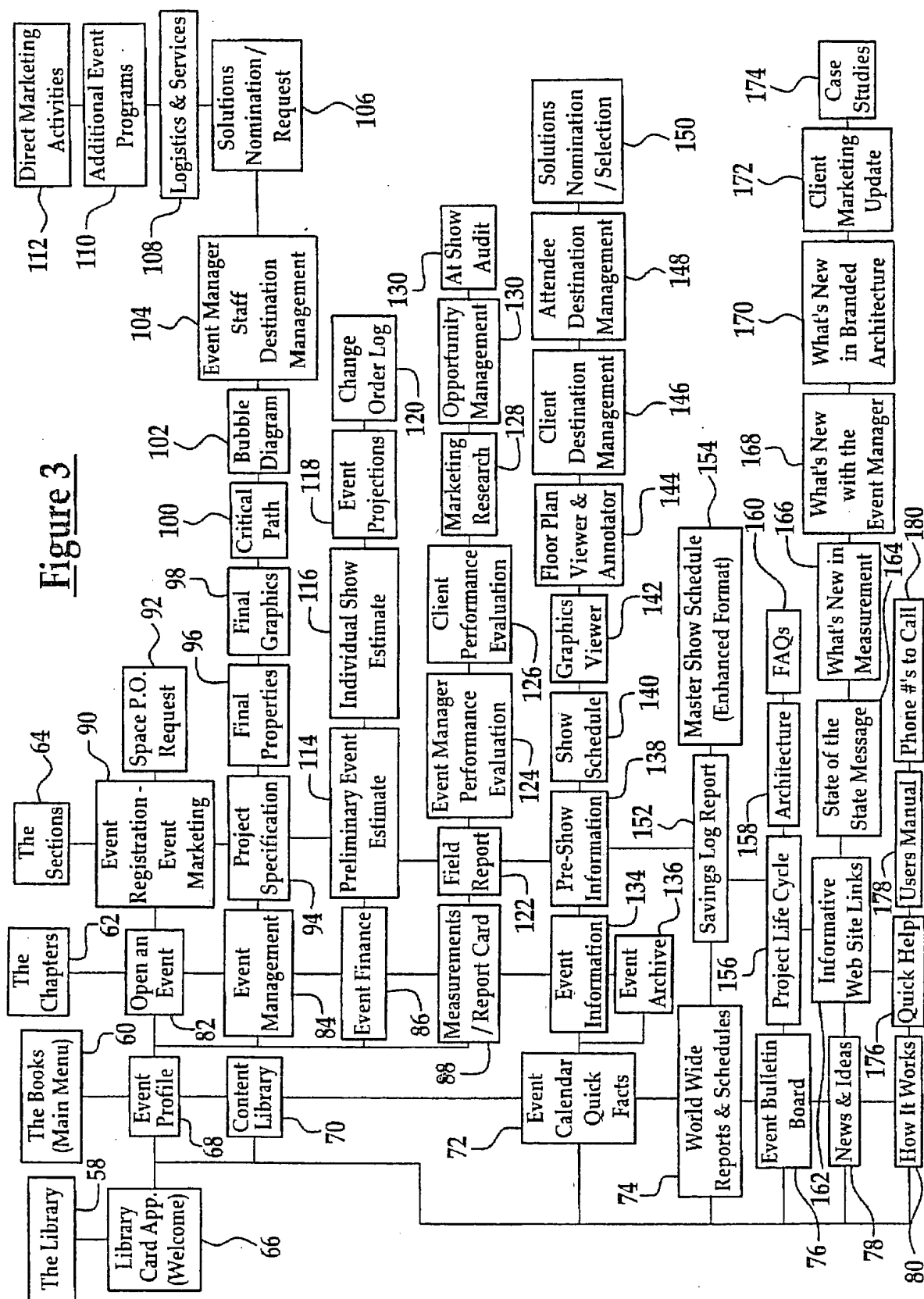


Figure 2

Figure 3



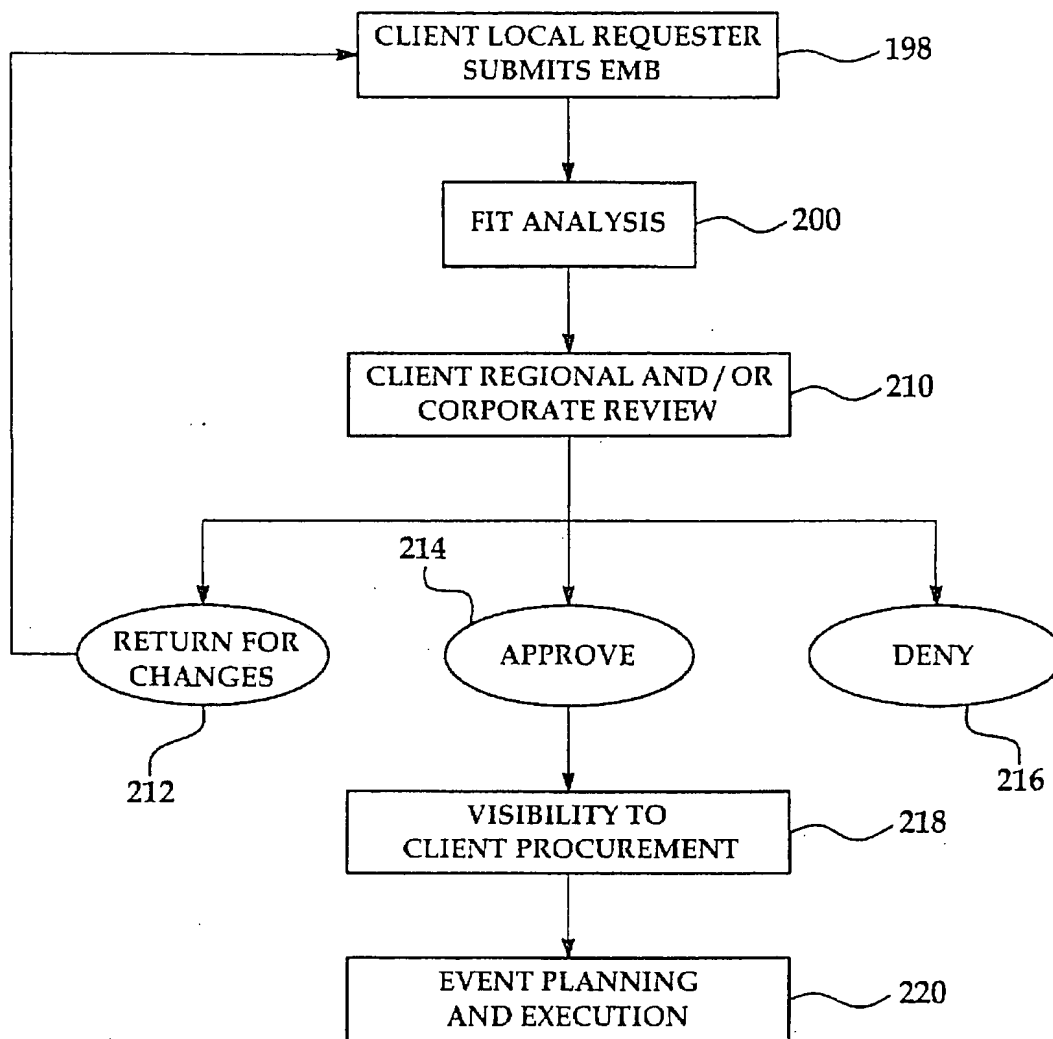


Figure 5

File Edit View Favorites Tools Help

Library Card Application

Please fill out the form and click the Submit button below
All fields marked with * are required

* First Name: 226

* Last Name: 226

Title: 226

Address: 226

City: 226

State/Province: 226

Postal Code: 226

Country: 226

* Internet Address: 226

* External Phone Number: 226

External Fax Number: 226

Cell Phone Number: 226

Pager Number: 226

Expiration Date: 226

Please approve for access to submit Event Brief(s)

230 228 232

LIBRARY CARD

Figure 6

HOME PAGE

File Edit View Favorites Tools Help

Address: 224

New Event Manning Tool Event Workplace ICL Logistics Suggestion Box Help

All Events By Name with Totals (X denotes canceled or denied event)

Event	Dates	Status	Total (US\$)	Location
X News: Compulsory Names 1111	05/30/2001 - 06/03/2001	Denied	0	London, Whatever
1113	04/11/2001 - 04/12/2001	Returned for Changes	0	223
Calendar Only 1114 1054	02/01/2001 - 02/09/2001	Calendar Only	0	
Calendar Only 1114 1619	02/22/2001 - 02/28/2001	Pending Global LINKS Admin. Review	0	
Calendar Only 1114 1619	06/19/2001 - 06/22/2001	Calendar Only	600,000	
Calendar Only 1114 1619	02/20/2001 - 02/23/2001	Planned	0	Cannes
Calendar Only 1114 1619	10/16/2001 - 10/19/2001	Planned	0	Dallas, TX
Calendar Only 1114 1619	03/06/2001 - 03/11/2001	Approved	0	Las Vegas, NV
Calendar Only 1114 1619	12/03/2001 - 12/09/2001	Pending C/P Account Executive Review	0	
Calendar Only 1114 1619	12/30/2001 - 12/30/2001	Pending Global LINKS Admin. Review	500,000	Atlanta, GA
Calendar Only 1114 1619			1,100,000	

All Events By Name with Totals (X denotes canceled or denied event)

Welcome to the Global LINKS Demo!

[illegible]

EVENT MARKETING BRIEF (EMB)

Figure 7

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CAMPAIGN PLANNING TOOL

File Edit View Favorites Tools Help

Expand All Collapse All

All Planning Tool Documents

- ▼ General Introduction
 - Introduction
 - Contacts
 - The Event Marketing Brief
 - The Event Process
- ▼ Case Studies
 - Introduction
- ▼ Coverage Model Show Types
 - C Level
 - Introduction
- ▼ Business Theater Introduction
 - Introduction
- ▼ Branded Architecture
 - Branded Theater
 - Introduction

All Planning Tool Documents

247

EVENT WORKSPACE

File Edit View Favorites Tools Help

Expand All Collapse All Exit

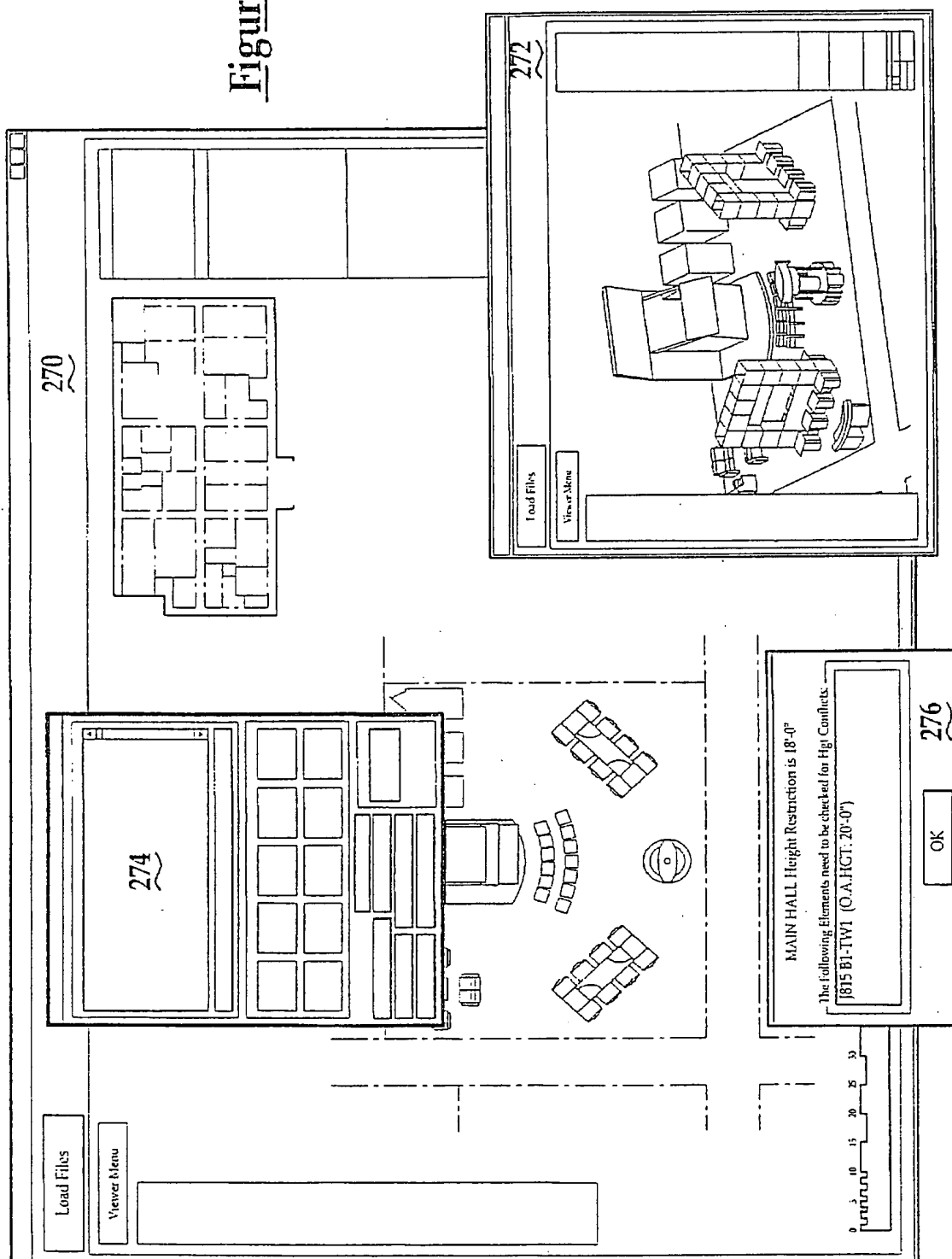
Topic

- ▼ Change Order Log
 - ▼ SuperComm 2001
 - Change Order Log Posted On 11/16/2000 : Change Order Log (Global LINKS Administrator)
 - ▼ Floor Plan
 - ▼ GSM World Congress
 - Floor Plan Posted On 11/16/2000 : Photos (Global LINKS Administrator)
 - ▼ Meeting Notes
 - Meeting Notes Posted On 11/16/2000 : Meeting Minutes from Today's meeting (Global LINKS Administrator)
 - ▼ Message Plan
 - ▼ Wireless IT
 - Message Plan Posted On 11/16/2000 : Measure Plan (Global LINKS Administrator)

[illegible]

Figure 9

Figure 10



It is a good idea to have a backup of the original files, in case you need to refer back to them. It is also a good idea to have a backup of the original files, in case you need to refer back to them.

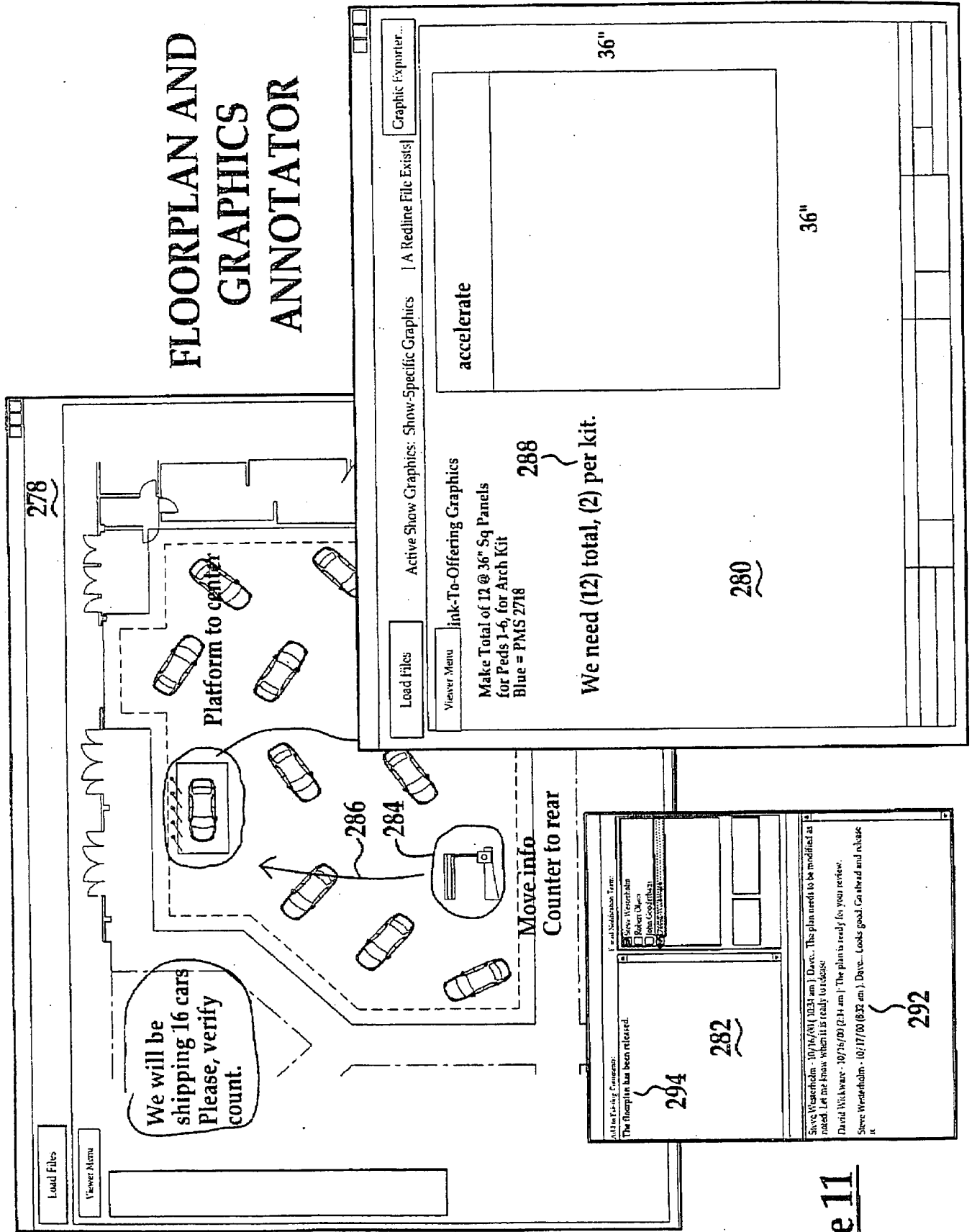


Figure 11

298

Figure 12

Figure 12

Journal of Management Studies, 19(1), 67-80
© Blackwell Publishers Ltd. 1996

[illegible][illegible][illegible]

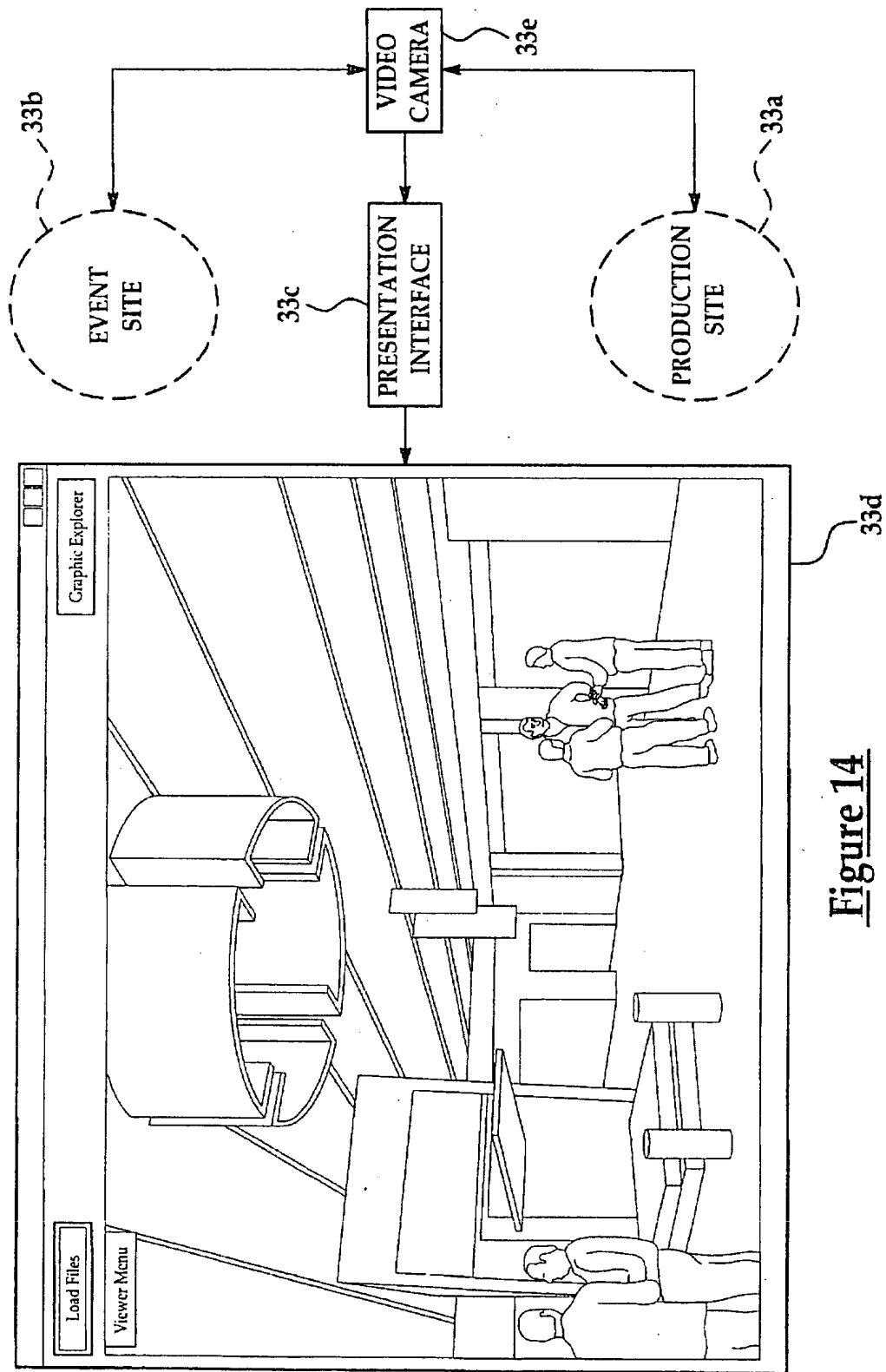


Figure 14

[illegible]

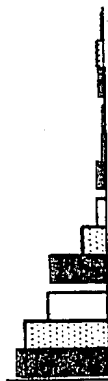
318



Figure 15

Information for this report was collected through interviews.

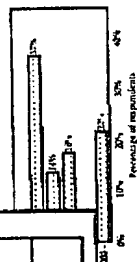
In comparison to its competitors, X.XV posted the highest...



visitation. All respondents were asked whether they recalled seeing the brands of XXX and their ability to purchase.

For example, suppose that the following is the

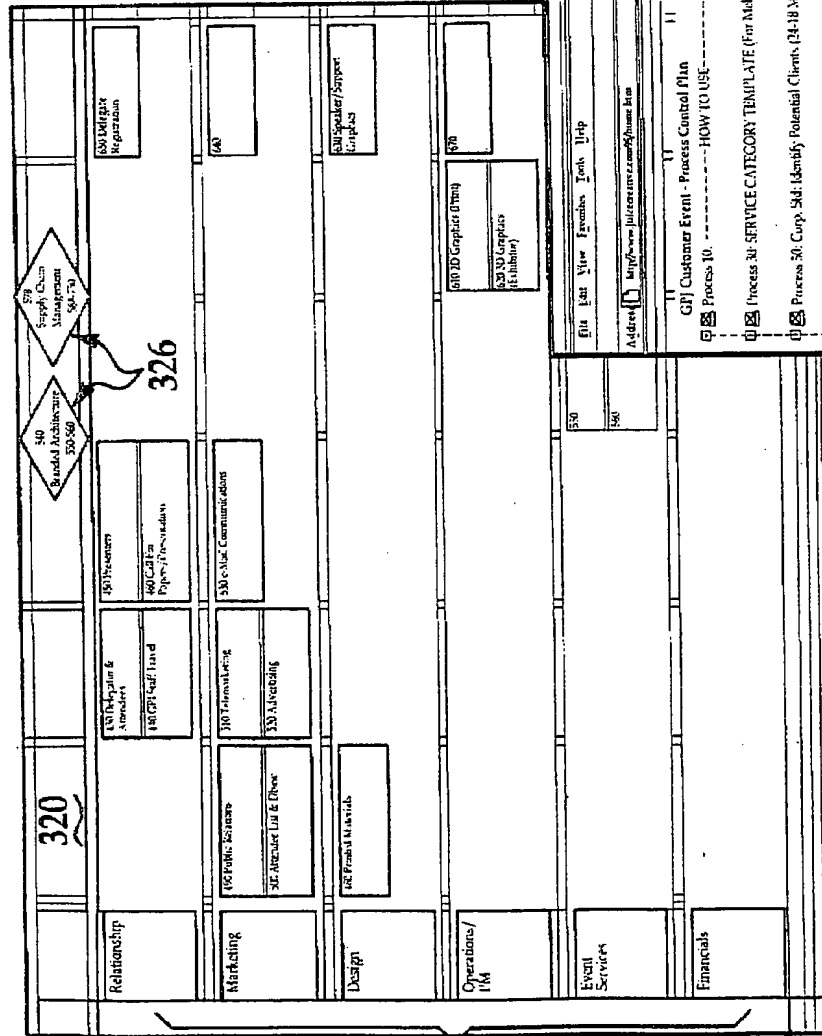
המחבר מודה: אין זה ענין, ואין זה ענין.



3rd PARTY RESEARCH

[illegible]

1. If it is found that the information is not correct, the information should be corrected and the information should be updated.



SWIM LANE CHART

Figure 16

PROCESS CONTROL PLAN

Task	Task 30: Narrow Site Options	Task 40: Present Substitution to Client	Task 50: Find Recommendation in the Client
322	322	322	322
328	328	328	328